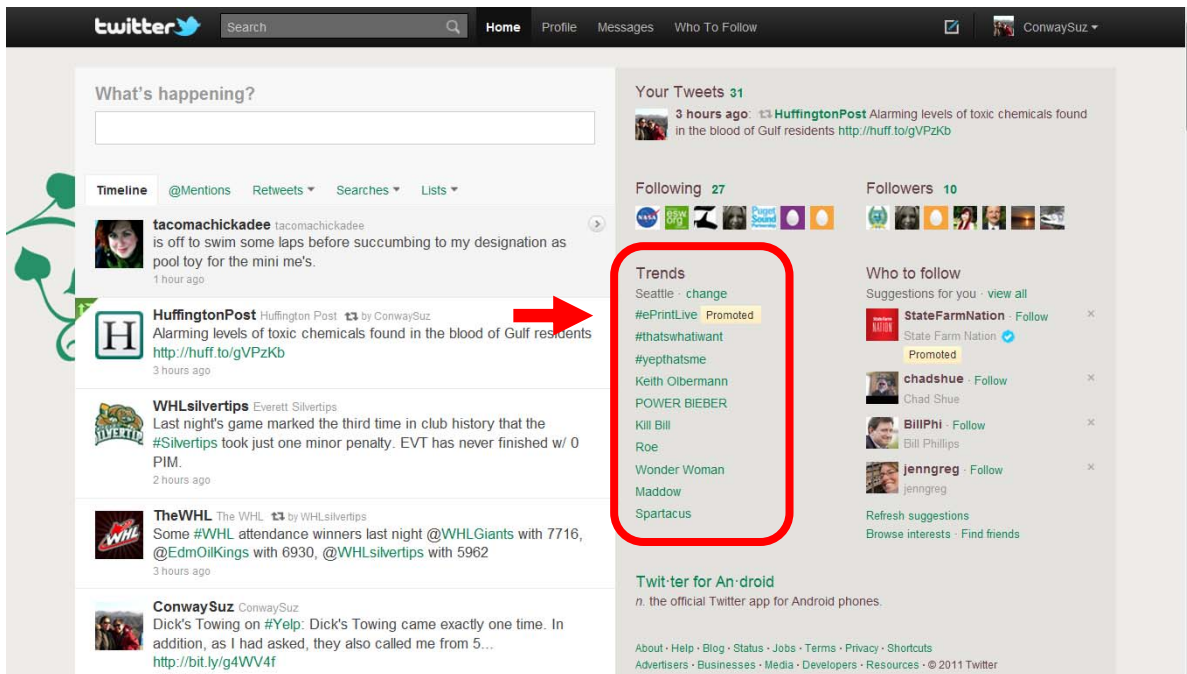


WHAT'S TRENDING ON TWITTER?

Twitter lists the most popular topics in our region by constantly searching common words and phrases. If enough people use the phrase "Puget Sound Starts Here" or "#PSStartsHere" we might drive the campaign to Seattle's top 10.

If we make the list, many who have never heard of Puget Sound Starts Here or have no special interest in stormwater might wonder "what's going on with Puget Sound Starts Here?!" They might take a moment to read a few of our tweets and they'll learn a bit about stormwater issues and maybe take a few of the action we mention.

"ePrintLive" is a real-life example of a phrase hitting the Seattle region's "Trending" list. I had never heard of "ePrintLive" but it was at the top of the chart so I followed the Twitter link...



... and discovered that Hewlett-Packard had something to do with a live broadcast of comedy videos on YouTube. One more mouse-click on the link they gave and I was transported to HP's comedy club.

